

MGMT90182 Innovation and Entrepreneurship Strategy

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: February, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 20 hours of seminars taught intensively over 5 days 2 x 3 hour group case analysis sessions (held on two evenings from 6-9pm during the intensive week) Total Time Commitment: 170 hours
Prerequisites:	Entry to the Master of Enterprise.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Dr Gergely Nyilasy
Contact:	Email: gnyilasy@unimelb.edu.au (mailto:gnyilasy@unimelb.edu.au)
Subject Overview:	The purpose of this subject is to examine the strategic and competitive advantage which comes from innovation strategies and entrepreneurial activities in organisations. The core building blocks of these strategic elements will be set out and illustrated with case study examples and research findings. Elements of business strategy, measures, resourcing and behaviour will be included in the holistic approach.
Learning Outcomes:	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # Explain the range, scope and complexity of the issues and problems related to the strategic management of technology, innovation and entrepreneurship; # Analyse the conceptual framework for assessing and auditing the innovative capabilities of a business organisation; # Describe the skills necessary to an effective entrepreneur throughout the innovation process from idea to market; # Analyse the impact of effective management of innovation and entrepreneurship on organisational performance; # Critically evaluate core principles of innovation management and comment on their implications; # Explain the innovation cycle, from conceptualisation to commercialisation, and how it can be accelerated.
Assessment:	1-hour take-home exam, due on the Tuesday after the delivery (20%); 1,500 word assignment, due four weeks after the delivery (30%); and 3,000 word field project, due eight weeks after the delivery (50%).

Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	On successful completion of this subject students should have enhanced their skills in: <ul style="list-style-type: none"># Problem solving and critical thinking;# Collaborative learning and team participation;# Evaluation and analysis of data and theoretical information;# Accessing data and other research information from a range of sources, including electronic and written forms;# Development of oral and written communication skills.
Related Course(s):	Master of Enterprise